

FIG 1

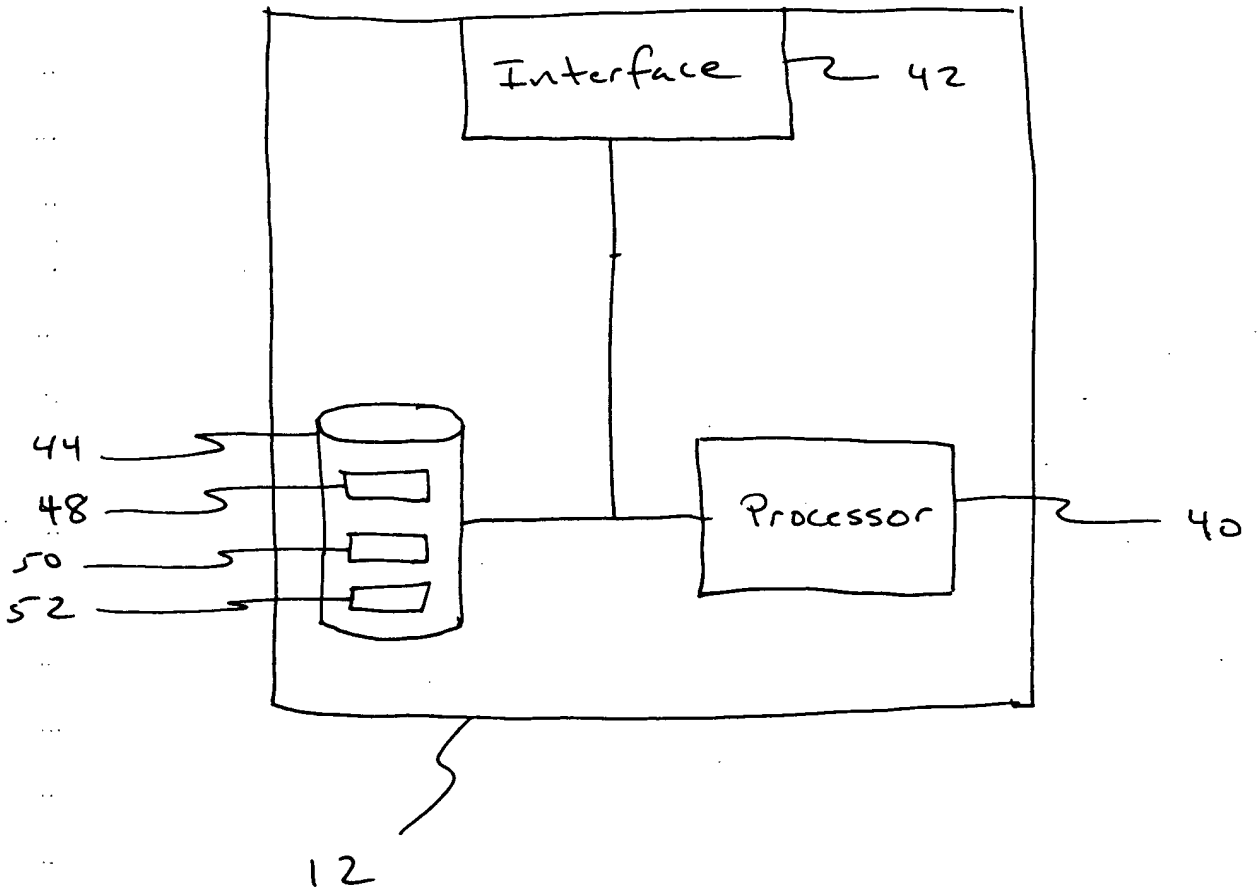


FIG 2

62

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Promotion ID	UPC	Manufacturer	Retailer	Geographic Target	Start Date	End Date	Units Sold	Rebates Claims	Breakage (%)	Disbursement Option 1	Disbursement Option 2	Disbursement Option N
5897	8458 Inc.	Widget Mfg.	Widget Sales	National	12/12/1999	12/12/2000	100000	40000	60%	\$50 Rebate	none	none
5898	8792 WidgetTec	Widget Sales	Widget Sales	Dallas	1/1/2000	1/1/2001	5000	2500	50%	\$40 Rebate	Distributor's Gift Certificate	none
7203	1354 WidgetTec	Widget Warehouse	Widget Warehouse	TX, CA	4/1/2000	1/1/2002	0	0	0	\$30 Rebate	Distributor's Gift Certificate	\$50 Manufacturer's Credit

FIG. 3

Transaction ID	Promotion ID	Name	Address	Personal Information	Purchase Information	Disbursement Option	Status
47315	5898	John Smith	4650 Candy Lane	50 year old smoker	3/14/00 from Widget Warehouse Sales	\$60.00 gift certificate	Pending verification
47316	5898	Bill Harbor	4651 Candy Lane	20 year old computer hacker	2/17/00 from Widget Sales	\$40.00 rebate	authorized
...							
59327	7203	Phil Jackson	823 Mill Lane	50 year old coach	4/20/01	\$30.00 rebate	awaiting mail in form

82 → Transaction ID

62 → Promotion ID

80 → { 47315, 47316, ... }

84 → Status

86 → Disbursement Option

88 → Purchase Information

90 → Personal Information

92 → Address

94 → Name

96 → Promotion ID

98 → Transaction ID

100 → Status

102 → Disbursement Option

104 → Purchase Information

106 → Personal Information

108 → Address

110 → Name

112 → Promotion ID

114 → Transaction ID

116 → Status

118 → Disbursement Option

120 → Purchase Information

122 → Personal Information

124 → Address

126 → Name

128 → Promotion ID

130 → Transaction ID

132 → Status

134 → Disbursement Option

136 → Purchase Information

138 → Personal Information

140 → Address

142 → Name

144 → Promotion ID

146 → Transaction ID

148 → Status

150 → Disbursement Option

152 → Purchase Information

154 → Personal Information

156 → Address

158 → Name

160 → Promotion ID

162 → Transaction ID

164 → Status

166 → Disbursement Option

168 → Purchase Information

170 → Personal Information

172 → Address

174 → Name

176 → Promotion ID

178 → Transaction ID

180 → Status

182 → Disbursement Option

184 → Purchase Information

186 → Personal Information

188 → Address

190 → Name

192 → Promotion ID

194 → Transaction ID

196 → Status

198 → Disbursement Option

200 → Purchase Information

202 → Personal Information

204 → Address

206 → Name

208 → Promotion ID

210 → Transaction ID

212 → Status

214 → Disbursement Option

216 → Purchase Information

218 → Personal Information

220 → Address

222 → Name

224 → Promotion ID

226 → Transaction ID

228 → Status

230 → Disbursement Option

232 → Purchase Information

234 → Personal Information

236 → Address

238 → Name

240 → Promotion ID

242 → Transaction ID

244 → Status

246 → Disbursement Option

248 → Purchase Information

250 → Personal Information

252 → Address

254 → Name

256 → Promotion ID

258 → Transaction ID

260 → Status

262 → Disbursement Option

264 → Purchase Information

266 → Personal Information

268 → Address

270 → Name

272 → Promotion ID

274 → Transaction ID

276 → Status

278 → Disbursement Option

280 → Purchase Information

282 → Personal Information

284 → Address

286 → Name

288 → Promotion ID

290 → Transaction ID

292 → Status

294 → Disbursement Option

296 → Purchase Information

298 → Personal Information

300 → Address

302 → Name

304 → Promotion ID

306 → Transaction ID

308 → Status

310 → Disbursement Option

312 → Purchase Information

314 → Personal Information

316 → Address

318 → Name

320 → Promotion ID

322 → Transaction ID

324 → Status

326 → Disbursement Option

328 → Purchase Information

330 → Personal Information

332 → Address

334 → Name

336 → Promotion ID

338 → Transaction ID

340 → Status

342 → Disbursement Option

344 → Purchase Information

346 → Personal Information

348 → Address

350 → Name

352 → Promotion ID

354 → Transaction ID

356 → Status

358 → Disbursement Option

360 → Purchase Information

362 → Personal Information

364 → Address

366 → Name

368 → Promotion ID

370 → Transaction ID

372 → Status

374 → Disbursement Option

376 → Purchase Information

378 → Personal Information

380 → Address

382 → Name

384 → Promotion ID

386 → Transaction ID

388 → Status

390 → Disbursement Option

392 → Purchase Information

394 → Personal Information

396 → Address

398 → Name

400 → Promotion ID

402 → Transaction ID

404 → Status

406 → Disbursement Option

408 → Purchase Information

410 → Personal Information

412 → Address

414 → Name

416 → Promotion ID

418 → Transaction ID

420 → Status

422 → Disbursement Option

424 → Purchase Information

426 → Personal Information

428 → Address

430 → Name

432 → Promotion ID

434 → Transaction ID

436 → Status

438 → Disbursement Option

440 → Purchase Information

442 → Personal Information

444 → Address

446 → Name

448 → Promotion ID

450 → Transaction ID

452 → Status

454 → Disbursement Option

456 → Purchase Information

458 → Personal Information

460 → Address

462 → Name

464 → Promotion ID

466 → Transaction ID

468 → Status

470 → Disbursement Option

472 → Purchase Information

474 → Personal Information

476 → Address

478 → Name

480 → Promotion ID

482 → Transaction ID

484 → Status

486 → Disbursement Option

488 → Purchase Information

490 → Personal Information

492 → Address

494 → Name

496 → Promotion ID

498 → Transaction ID

500 → Status

502 → Disbursement Option

504 → Purchase Information

506 → Personal Information

508 → Address

510 → Name

512 → Promotion ID

514 → Transaction ID

516 → Status

518 → Disbursement Option

520 → Purchase Information

522 → Personal Information

524 → Address

526 → Name

528 → Promotion ID

530 → Transaction ID

532 → Status

534 → Disbursement Option

536 → Purchase Information

538 → Personal Information

540 → Address

542 → Name

544 → Promotion ID

546 → Transaction ID

548 → Status

550 → Disbursement Option

552 → Purchase Information

554 → Personal Information

556 → Address

558 → Name

560 → Promotion ID

562 → Transaction ID

564 → Status

566 → Disbursement Option

568 → Purchase Information

570 → Personal Information

572 → Address

574 → Name

576 → Promotion ID

578 → Transaction ID

580 → Status

582 → Disbursement Option

584 → Purchase Information

586 → Personal Information

588 → Address

590 → Name

592 → Promotion ID

594 → Transaction ID

596 → Status

598 → Disbursement Option

600 → Purchase Information

602 → Personal Information

604 → Address

606 → Name

608 → Promotion ID

610 → Transaction ID

612 → Status

614 → Disbursement Option

616 → Purchase Information

618 → Personal Information

620 → Address

622 → Name

624 → Promotion ID

626 → Transaction ID

628 → Status

630 → Disbursement Option

632 → Purchase Information

634 → Personal Information

636 → Address

638 → Name

640 → Promotion ID

642 → Transaction ID

644 → Status

646 → Disbursement Option

648 → Purchase Information

650 → Personal Information

652 → Address

654 → Name

656 → Promotion ID

658 → Transaction ID

660 → Status

662 → Disbursement Option

664 → Purchase Information

666 → Personal Information

668 → Address

670 → Name

672 → Promotion ID

674 → Transaction ID

676 → Status

678 → Disbursement Option

680 → Purchase Information

682 → Personal Information

684 → Address

686 → Name

688 → Promotion ID

690 → Transaction ID

692 → Status

694 → Disbursement Option

696 → Purchase Information

698 → Personal Information

700 → Address

4.5

Widget Manufacturers, Inc.

100

62 Promotion ID: 08517

UPC: 059280000200

Product Description: Widget Carrying Case

Manufacturer: Widget Manufacturers, Inc.

Retailers: Widget Warehouse
Widget Store

Geographic Target: Texas
California

Start Date January 1, 2000

End Date: January 1, 2001

Disbursement Option: 2

☐ cash rebate

value:

\$50.00

☒ gift certificate

comment:

☐ manufacturer credit

☐ custom

first

previous

next

last

cancel

enter promotion

102

FIG 5

CHOOSE A PRODUCT

Search Results for : Widget 124

120

Product / Manufacturer	
5 Port Widget	WMI
10 Port Widget	WMI
Widget Carrying Case	WMI
Widget A Adapter	WidgetTech

122

New Search

search

Access Product Index

GO

FIG 6

Fill Out Your Information

130



Widget Carrying Case
*this item must be purchased
between 1-1-2000 and 1-1-2001

First Name
Last Name
Address
City
State Zip
Phone
Email

32
66

Age optional
Occupation optional
How did you hear about this rebate? optional
Purchase Date Store
Purchase Price Location
How would you like to receive your rebate?

- ☐ \$30.00 rebate
- ☐ \$50.00 gift cert.f. cate to Widget Warehouse
- ☐ \$60.00 credit on Widget products
- ☐ 3 year extended warranty

Click 'Next' to proceed.

Fig 7

Joe Smith
4600 Candy Lane
Dallas, TX 75201
Transaction ID:100000257

place
stamp
here



Forward [Department No :745]
Forward Rebate
P.O. BOX 9018
COPPELL, TX - 75019
USA



Rebate Value: \$100.00
Valid Dates: 11-1-1999 to 1-31-2000
Card Scan Exec/Palm Organize
This item must be purchased between 11-1-1999 and 1-31-2000 in order to process a rebate.

Serial Number:

tape original register receipt here

tape UPC symbol here



CONGRATULATIONS! YOUR REBATE IS READY

How would you like to receive your rebate?

☐ \$70.00 Credit to purchase:

☐ Widget Service Pack, \$100.00

☐ Widget Software Upgrade, \$70.00

☐ One year unlimited warranty, \$70.00

☐ Three year unlimited warranty, \$100.00

TOTAL

check out

☐ \$60.00 Credit on Widget Products

☐ \$50.00 gift certificate to Widget Warehouse

☐ \$30.00 rebate

process choice

browse

Fig 9

Widget Manufacturer Inc.

Promotion Status

Widget Accessory Promotion
5-4-2000

180 5

62

Promotion ID: 08517

Manufacturer: Widget Manufacturers, Inc.

Start Date: 1-1-2000 End Date: 1-1-2001

Product ID	Product Description
2587	Leather Carrying Case
2588	Nagahide Carrying Case

Retailer	Units Sold	Rebates Claimed	Disbursement Option 1	Disbursement Option 2	Breakage (%)
WW	10,000	3,000	2,000	1,000	70 %
WS	4,000	1,000	400	600	75 %
total	14,000	4,000	2,400	1,600	71.5 %
<hr/>					
Target Area					
TX	6,000	2,400	1,000	1,400	60 %
CA	8,000	1,600	1,400	200	80 %
total	14,000	4,000	2,400	1,600	71.5 %

Disbursement Option	Description	# claimed
1	\$50.00 Gift Certificate	2,400
2	\$ 25.00 Cash Rebate	1,600

FIG 10

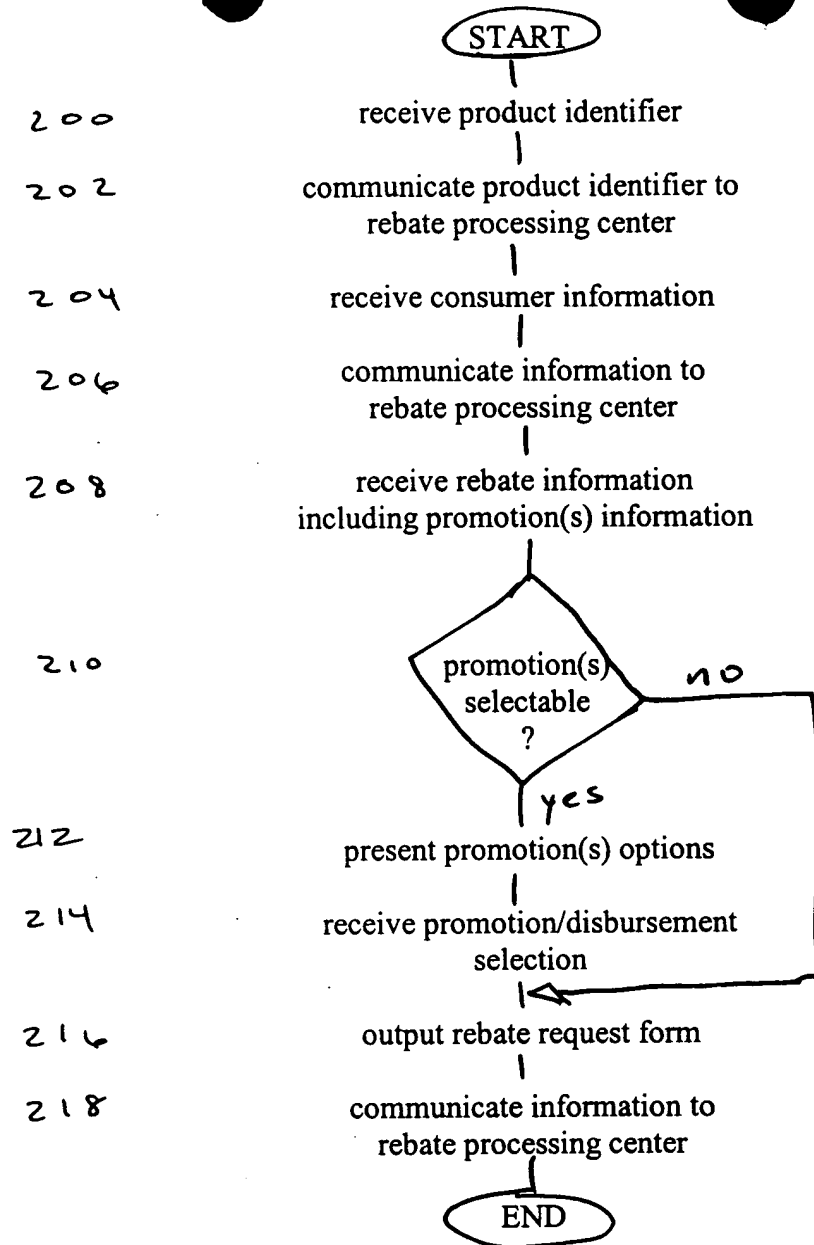


FIG 11

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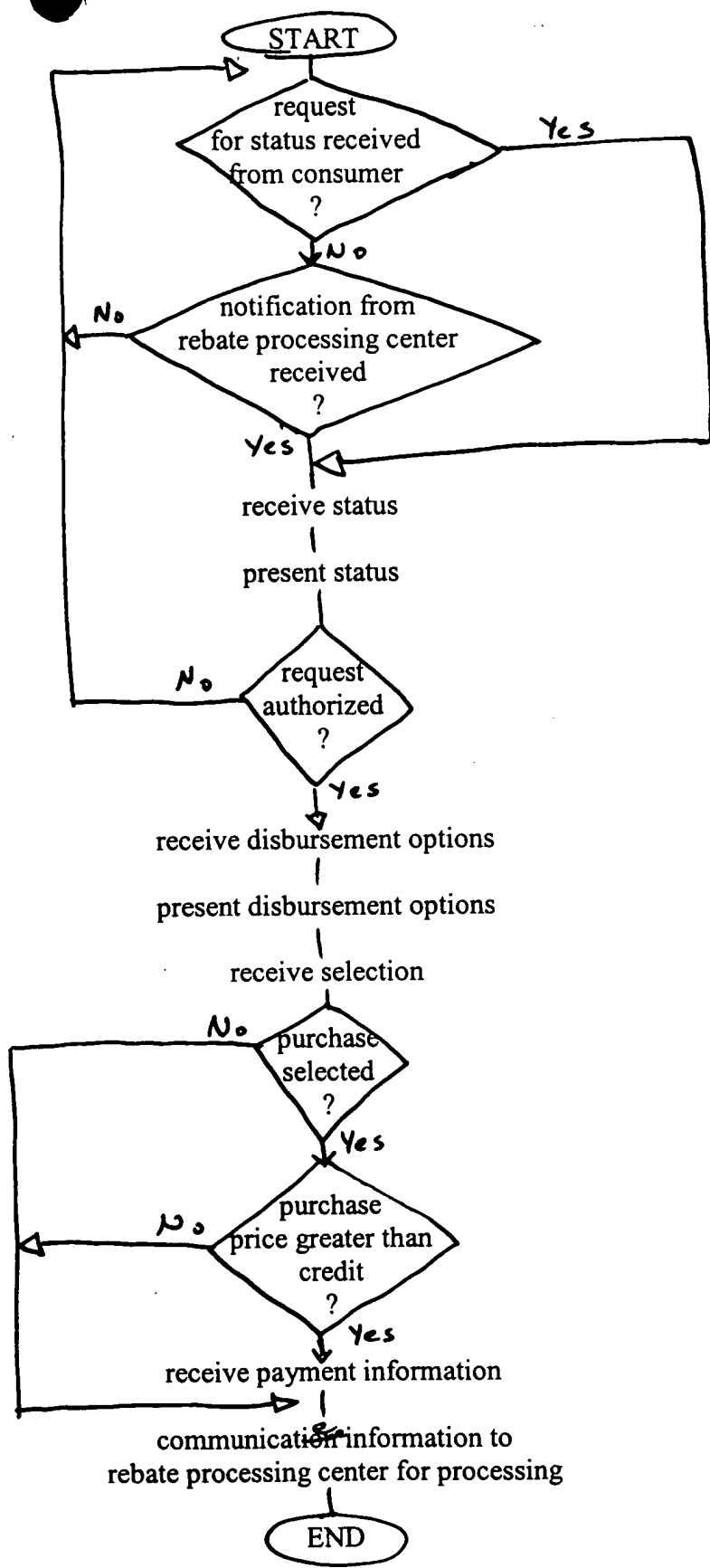


FIG 12

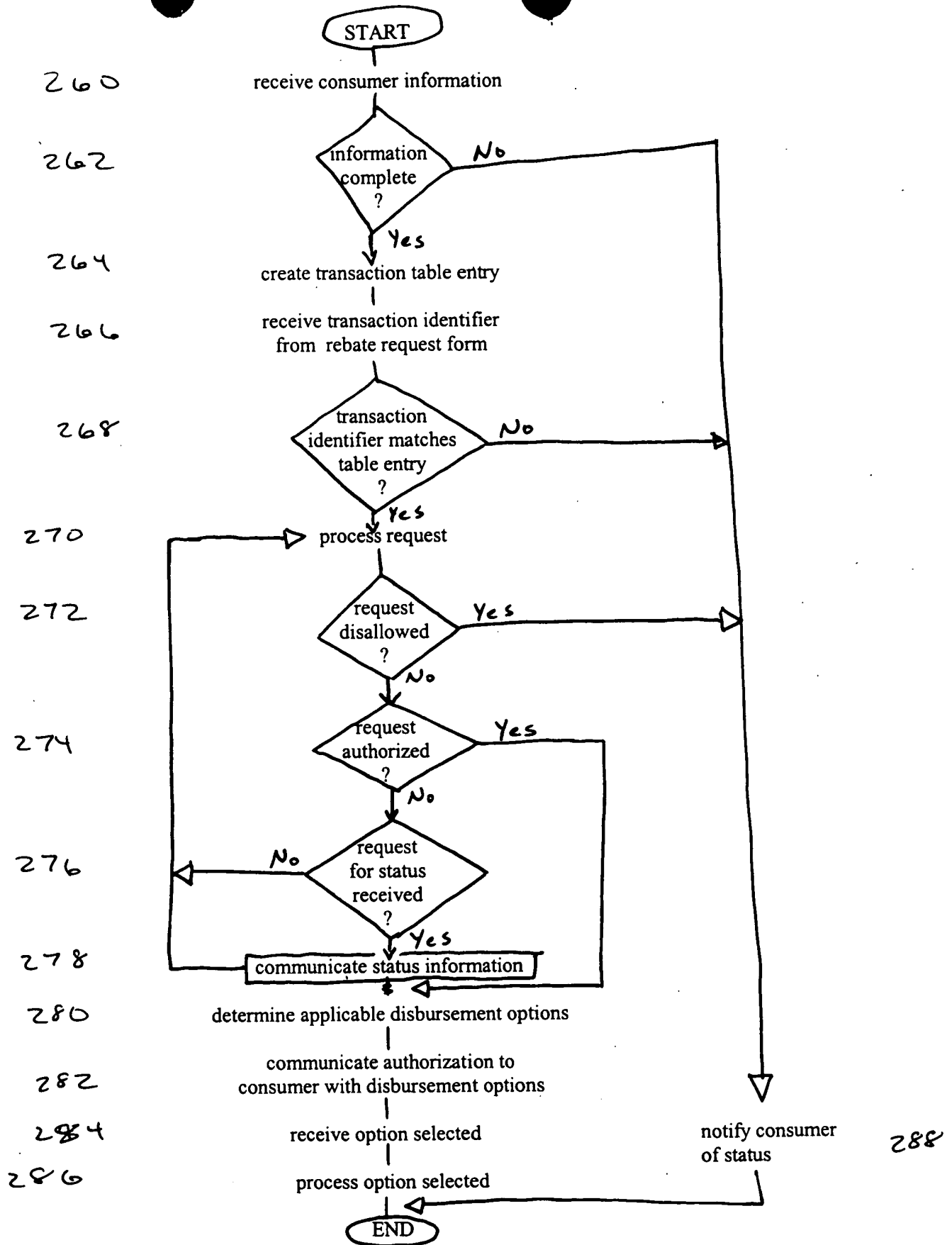


FIG 13